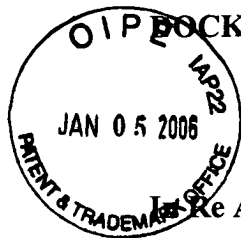


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POCKET NO.: IVMC-0003

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:

Richard C. Fuisz and Joseph M. Fuisz

Confirmation No.: 9002

Application No.: 10/805,345

Group Art Unit: 3625

Filing Date: March 22, 2004

Examiner: William J. Allen

For: METHODS FOR DETERMINING CUSTOMER MOTIVATIONS IN  
PURCHASING DECISIONS

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**ASSIGNEE POWER OF ATTORNEY**

The undersigned, assignee of the entire interest in the above-identified application, hereby appoints the attorneys associated with the following customer number of the firm of WOODCOCK WASHBURN LLP, One Liberty Place - 46th Floor, Philadelphia, Pennsylvania, 19103, as attorneys for applicant(s), with full power of substitution and revocation, to prosecute this application, to make alterations and amendments therein, to receive the patent, and to transact all business in the Patent and Trademark Office connected therewith.

23377

Send all future correspondence and address all telephone calls to:

Michael D. Stein  
WOODCOCK WASHBURN LLP  
One Liberty Place - 46th Floor  
Philadelphia PA 19103  
Telephone: (215) 568-3100

## STATEMENT UNDER 37 CFR § 3.73(b)

Meyer Cordless LLC, a Nevada Limited Liability Company,

states that it is:

- ☒ the assignee of the entire right, title, and interest; or
- ☐ an assignee of an undivided part interest

in the patent application/patent identified above by virtue of either:

1. ☐ An assignment from the inventor of the patent application/patent identified above.
- ☐ 1. The assignment was recorded in the Patent and Trademark Office at Reel , Frame(s) .

OR

2. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

From: **Richard C. Fuisz and Joseph M. Fuisz**

To: **RXDrugstore.com Ltd.**

The document was recorded in the Patent and Trademark Office at Reel **010718**, Frames **0818**, or for which a copy thereof is attached.

From: **RXDrugstore.com Ltd.** To: **Affinitypartners.com Ltd.**  
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From: **Richard C. Fuisz** To: **Fuisz IP LLC**

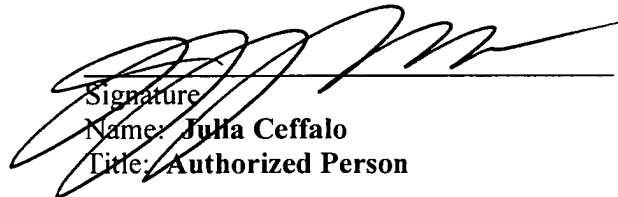
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- ☐ Additional documents in the chain of title are listed on a supplemental sheet.
- ☐ Copies of assignments or other documents in the chain of title are attached.

The undersigned (whose title is supplied below) is empowered to act on behalf of the assignee.

  
Signature  
Name: **Julia Ceffalo**  
Title: **Authorized Person**

Date: **23 Dec 2005**

2005WW

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